

# AI Reputation Analysis and Signal Evaluation - Irish Roofers

## BRAND AI REPUTATION

### Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Irish Roofers (irishroofers.ie)

<https://irishroofers.ie>

Industry: Home Services (Plumbing, Roofing, HVAC, Electrical)



REPUTATION LEVEL

## HOME SERVICES (PLUMBING, ROOFING, HVAC, ELECTRICAL)

### 47 Avg Reputation

Based on 290 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Irish Roofers has 6 points more reputation than the average for Home Services (Plumbing, Roofing, HVAC, Electrical).

## EXPERT VERDICT

Irish Roofers provides more financial substance than most tradesmen websites by listing actual price ranges, but it is crippled by technical neglect and contradictory claims. The variance in guarantee lengths and business tenure across pages creates a 'sloppiness gap' that undermines their claims of 'attention to detail.' It is a legitimate business hiding behind a poorly maintained, template-heavy digital facade.

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## INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The information density is higher than average for this sector because of the inclusion of specific pricing ranges in the FAQ, such as repairs costing between ?300 and ?1000. However, the site still relies on significant fluff in headings like 'Good Roofing & Business Practice' and 'Irish Roofers Client Care.' The body text frequently uses power words like 'unrivaled expertise' and 'dependable' without providing specific technical data or named client accounts. There is also a significant delta in temporal claims, stating '40 years in business' despite claiming to have started in 1970, which would be 56 years by the current 2026 anchor.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

There is notable semantic drift regarding the company's core service guarantees and tenure. The homepage claims a 'five year guarantee' on all repair work, while the About Us page claims a 'ten year guarantee' for the same service. Additionally, the business tenure fluctuates between 'over 38 years' on the Services page and '40 years' on the New Roofs page. While the primary signal of being a Dublin roofer remains consistent, these factual discrepancies suggest a failure to maintain content accuracy across sub-pages.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a review\_count of 13 on the homepage and mentions '5-star Google reviews,' but fails to provide direct proof\_links to a verified Google Business Profile or Third-party review aggregator. While the trust\_theatre\_flag is false because some proof links exist for industry bodies, the '12 million' insurance claim is presented without a certificate link. The reviews are shown in static image format (IMG: Google Reviews), which is a common trust theatre tactic to avoid real-time negative feedback visibility.

### EVIDENCE: PROOF DENSITY

Specific proof points include the mention of the Construction Industry Federation (CIF) and Keystone Insurance, but these lack outbound verification links. The pricing specifics (?150 to ?1000) serve as the most substantive proof points on the site, providing a rare anchor of reality. Most other claims, including the '30 year guarantee,' are presented as text assertions without a downloadable warranty document or clear terms of service. The ratio of vague assertions to verifiable proof is approximately 3:1.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The site's value proposition is a generic commodity fingerprint that could easily be copy-pasted onto any competitor in the Dublin area. Phrasing like 'Your number 1 roofing contractors' and 'quality affordable workmanship' are textbook industry cliches. The '3 Step Process' (Schedule, Inspect, Build) is a standard marketing template with no unique methodology or proprietary technology. Boilerplate sections such as 'Why Choose Us' and generic FAQ answers further reinforce the lack of a differentiated brand identity.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

2

13% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The identity of the business is anchored to a manager named 'Pat' who has no surname, professional bio, or digital footprint provided in the text. There is a total absence of structured data (schema\_json is null), meaning search engines cannot verify the company's LocalBusiness status or organizational hierarchy. Technical authority is further undermined by missing H1 tags on the Galleries and Services pages, indicating a lack of professional technical oversight. There are no sameAs links to external social profiles or professional directories to ground the brand's authority.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The website claims to have 'installed thousands of new roofs,' but the evidence provided is limited to a small gallery and a few recent blog posts. There are no detailed case studies or performance metrics relating to commercial project timelines or cost-saving outcomes. Vague assertions like being the 'leading Dublin roofing contractor' are not supported by any market share data or independent awards. The marketing tone promises high-level expertise that the static, template-driven site structure fails to demonstrate technically.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Home Services (Plumbing, Roofing, HVAC, Electrical) Reputation: Irish**

**Reputation: 53 / 100**

**Roofers (irishroofers.ie)**

### INDUSTRY CLASSIFICATION

The content strongly aligns with the Home Services category, specifically targeting the Dublin roofing market. The website lists specific services such as slate roofing, flat roofs, and chimney repairs that are consistent with industry expectations for a regional contractor.

*"The score of 53 is driven primarily by high Identity and Authority gaps (13/15) due to the complete lack of schema and technical errors like missing H1s. The Commodity Fingerprint (10/15) also contributed significantly as the site uses standard industry templates. The score was prevented from entering the 'High BS' range by the high-substance pricing data found in the FAQ, which is a strong anti-BS signal in the trades industry."*

### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://irishroofers.ie> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 19, 2026

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